

IN THE CLAIMS

Applicants are amending the claims so that, after amendment, they will read as set forth in the clean version of the claims which appears below. For the convenience of the Examiner, all of the pending claims are set forth below, whether amended or not. Further, the claims are set forth in logical order, rather than in numerical order. Enclosed with this Amendment is a marked-up version of the claims, showing in bold type the changes which have been made by this Amendment.

25. (Amended) A method for advertising in an electronic publication, comprising:

- creating an electronic publication which includes at least one content item and at least one advertising item;
- permitting a user to access the electronic publication;
- presenting the advertising item to the user of the electronic publication after passage of a predetermined amount of time during which the electronic publication has been in use; and
- maintaining information about the amount of time which the user spends reading the electronic publication during each access thereto, and setting the predetermined amount of time as a function of such information.

7. A method for advertising in an electronic publication, comprising:

- creating an electronic publication which includes at least one content item and at least one advertising item;
- permitting a user to access the electronic publication;
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